

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108

Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

May 20, 1997

RJR Account #375878  
P. Cox  
McLANE-NORTHEAST

**JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727**

Dear Paul:

We have placed orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. **896** SKUs of Doral Flashlights (item #527813) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>DORAL</u> <u>Brand Styles</u>	<u>#/ (6M)</u> <u>Cases</u>
12300-84006	FF BOX	<b>30</b>
12300-22081	FF BOX 100	<b>30</b>
12300-84106	LT BOX	<b>30</b>
12300-22084	LT BOX 100	<b>30</b>

**Product PO # ER1578-01**

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): **June 23, 1997**

Premium Arrival (@ Consolidated): **June 26, 1997**

Ship Date to Retail: **July 14, 1997**

Flashlights (Item #527813)

<u>SKU CUBE:</u>	<b>2.5280</b>
<u>SKU WT (w/o Product):</u>	<b>10.6200 lbs</b>
<u>Retail Sales Offer per Sku:</u>	<b>20 units</b>
<u>Billing per Sku:</u>	<b>4 Savings Cartons</b>
<u>EFT \$ Amount:</u>	<b><u>\$33,581.52</u></b>

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B2GFP

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.  
SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$1,673.00 (59.75 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotions Coordinator

/jc

cc: R. Moore / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

**ROUs:** 1110 / 1210 / 1310 / 1710  
Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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## **STATE STAMPING**

McLANE-NORTHEAST

#375878

NUMBER OF DORAL CARTONS TO STAMP BY STATE										
DORAL (6M)	CT	DE	MA	MD	NH	NJ	NY	OH	PA	RI
FF BOX	51	2	95	4	14	26	309	17	365	13
FF BOX100	51	2	95	4	14	26	309	17	365	13
LT BOX	51	2	95	4	14	26	309	17	365	13
LT BOX100	51	2	95	4	14	26	309	17	365	13

5/19/97  
STAMPING.DOC

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